





SPONSORSHIP REACH

OUR AUDIENCE

-  **22,580**
Kenmore residents (2017 estimate)
-  **37.7 years**
Median age of resident
-  **\$101,858**
Median household income (2016)
-  **960+**
Businesses registered in Kenmore

OUR CHANNELS

-  **10,000+**
Mail subscribers
-  **2,406**
E-mail subscribers
-  **1,627**
Facebook Fans
-  **1,574**
Twitter followers



Kenmore Summer Concert Series

Contact us by **April 20, 2018**
to guarantee your sponsor
package benefits.

Shelby Krogh
Volunteer & Events Supervisor
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Movies @ the Square

CITY OF KENMORE

COMMUNITY EVENTS SPONSORSHIP PACKAGES 2018




Kenmore Play Day

Creating lasting memories





PACKAGE SPONSORSHIP AT A GLANCE

CATEGORY	COST	MEDIA	SIGNAGE	CITY NEWSLETTER	ON-SITE EVENT RECOGNITION	DIGITAL MARKETING	ON-SITE DISPLAY SPACE	VIP FIREWORKS PASS	
NEW SPONSORSHIP OPPORTUNITY			In 2018, the City of Kenmore will be debuting the City’s first official mascot Hank Heron, and he is looking for a #1 Fan! Sponsorship for this 6 foot heron costume is set at \$12,000 and includes exclusive rights to mascot sponsorship and sponsor logo on mascot accessories for 3 years plus the following for one (1) year:						
MASCOT	\$12,000	• Logo listed on event ads and posters	Logo listed on event sponsor sign	• Ad in one issue of the City Newsletter • Logo listed as event sponsor	Name mentioned during welcoming comments at each event	Logo listed on event section of City website, linking business	Mascot presence at one (1) of your company events.	10 VIP passes	
DIAMOND	\$10,000	• Logo listed on event ads and posters • News Release recognition	Logo listed on event sponsor sign	• Ad in one issue of the City Newsletter • Logo listed as event sponsor	Name mentioned during welcoming comments at each event	Logo listed on event section of City website, linking business	• 10 x 10 booth space at all events • Logo listed on 3' x 5' banner, provided by the City	• 10 VIP passes • Meal tickets for up to 10 people	
	\$5,000	• Logo listed on all event ads and posters • News Release recognition	Logo listed on event sponsor sign	Logo listed as event sponsor in one City Newsletter	Name mentioned during welcoming comments at each event	Logo listed on event section of City website, linking business	10 x 10 booth space at two events	5 VIP passes	
GOLD	\$3,000	• Name listed on all event ads and posters • News Release recognition	Name listed on event sponsor sign	Name listed as event sponsor in one City Newsletter	Name mentioned during welcoming comments at each event	Name listed on event section of City website	10 x 10 booth space at one event	2 VIP passes	
	\$1,000	• Name listed on all event ads and posters • News Release recognition	Name listed on event sponsor sign	Name listed as event sponsor in one City Newsletter	Name mentioned during welcoming comments at each event	Name listed on event section of City website	Sponsorship Packages receive benefits for the six Kenmore Signature events, including: 4th of July Fireworks Show, Summer Concert Series, Movies @ the Square, Play Day, #WhyILoveKenmore Summer Party, and Tree Lighting Festival & Holiday Market.		

ABOUT KENMORE’S SIGNATURE EVENTS

The City of Kenmore produces a variety of special events that present unique experiences for thousands of residents year-round. We offer sponsorship opportunities for companies who seek a unique way to connect with their community and get face-to-face with potential customers. Sponsorships range from financial support to in-kind donations.

4TH OF JULY FIREWORKS SHOW	KENMORE SUMMER CONCERT SERIES	KENMORE PLAY DAY	TREE LIGHTING FESTIVAL & HOLIDAY MARKET	#WHYILOVEKENMORE SUMMER PARTY	MOVIES @ THE SQUARE
The City will host its 12th annual 4th of July Fireworks Show at Log Boom Park, which is located on the northern tip of Lake Washington. The professional fireworks display attracts approximately 4,000 spectators to the park area. Prior to the fireworks, attendees enjoy family-friendly activities, music, and food trucks.	Celebrating its 16th year, the Kenmore Summer Concert Series features a variety of national and local artists scheduled for six consecutive Thursday evenings between July and August at Saint Edward State Park. Approximately 4,500 spectators from Kenmore and the region attend the concert series annually.	Play Day works with Kenmore’s health, fitness, and play providers to organize an event with fun family activities, fitness education, and information to connect families with recreation and play opportunities within Kenmore. Approximately 300 families attend the event annually.	Kenmore Tree Lighting Festival & Holiday Market occurs annually on the first Saturday in December. The family-friendly event includes entertainment from local choirs and dance groups, arts and crafts, food trucks, a holiday craft market, and photos with Santa. Santa surprises children with his arrival by fire truck. Approximately 1,000 people attend this event annually.	The #WhyILoveKenmore Summer Party is an annual event celebrating our community. The event features family-friendly activities, live music, food vendors, a street fair, and beer garden. 2018’s event will also celebrate Kenmore’s 20th birthday on the fourth Saturday in August. Approximately 1,000 people were in attendance in 2017.	This six-piece summer movie series features family-friendly favorites shown on a large inflatable screen outdoors in the Town Square. Pre-show activities include arts and crafts, carnival games, and food trucks. Join us for an evening under the stars! Approximately 1,600 people were in attendance in 2017.